

REP HEADLINE# 6363723
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT4/12 12.22
*** WFLA-TV ***

ADV # ADV. NAME POLI/R PPOF-3PACK/R/OTH/FL

AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPEBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6363723

CLASS: NATL. LOCAL REGIONAL

PRDCT 3PACK-FARK, SANT, TOBI EST#551 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 NOV1/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT4/12 12.22

REP: NEW ORDER
TTL \$19,800 @23X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

RPOF3PACK FARKAS, SANTIAGO, TOBIA

LINE#:REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE#: : : : : : : DATE : DATE : /WK : INVT : : SPTS:

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 551

1 700A-900A 30 \$900.00 10/29 11/1 4 M-TH 4

PROGRAM : TODAY SHOW
CON COM1: TODAY SHOW

2 400P-500P 30 \$600.00 10/22 10/24 2 M,W 2

PROGRAM : DR OZ
CON COM1: DR OZ

3 400P-500P 30 \$600.00 10/29 10/31 2 M,W 2

PROGRAM : DR OZ
CON COM1: DR OZ

NOV 01 2012

10/8/12 FCC (69)

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 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT4/12 12.22
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/15	10/17	2		M,W	2
5			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/8	10/10	2		M,W	2
6			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
7			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/31	11/1	2		W-TH	2
8			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/29	11/1	4		M-TH	4
9			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/29	10/31	3		M-W	3
OCT/12			\$3,600.00	NOV/12		16200.00						
CONTRACT TOTAL												19800.00
TOTAL SPOTS												23

MARKET TOTALS \$93,900 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA50+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Republican Party Of FL/ R/ St Senate
Submission Number 798 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Republican Party Of FL/ R/ St Senate	Submission Cost:	19800	Campaign Ref:	E:063637230
Buyer:	Senate	Client/Product/Estimate:	.1 / 551	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/04/12	Weeks:	4	Order Ref:	06363723
Est./PO Number:	06363723	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	3pack-Fark,sant,lobi	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/08	10/15	10/22	10/29	Total	Cost
1	M-F 7a Today Show MTWT...	03	900	30 Comme	Nbr of Spots				4	4	3600
2	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots			2		2	1200
3	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots				2	2	1200
4	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots		2			2	1200
5	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots	2				2	1200
6	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots				2	2	1800
7	M-F 530p News ..WT...	03	900	30 Comme	Nbr of Spots				2	2	1800
8	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots				4	4	4800
9	M-F 7p News	03	1000	30 Comme	Nbr of Spots	2	2	2	3	3	3000
Weekly Totals- Total Spots(Ord Spots)						2	2	2	17	23	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Republican Party Of Fl/ R/ St Senate
Submission Number 798 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Republican Party Of Fl/ R/ St Senate	Submission Cost: 19800	Campaign Ref: E:063637230
Buyer: ..	Client/Product/Estimate: . / . / 551	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 11/04/12	Weeks: 4	Order Ref: 06363723
Est./PO Number: 06363723	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	Total	Cost
MTW....				Comme						
Weekly Totals: Total Spots(Ord Spots)					2	2	2	17	23	

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/08	10/15	10/22		10/29			
Spots	23	2	2	2					17
Cost	19800	1200	1200	1200					16200

Grand Totals:

Spots:	23
Gross Total:	19,800.00
Commission:	2,970.00
Net Total:	16,830.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Republican Party Of F1/ R/ S
PROD: 3pack-Fark,sant,tobi

2012
INVOICE DATE 10/28/12 E:063637230
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033255
PAGE 1 BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-11/04/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /551
Desc: Campaign Option Number 1, Booking1

DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 4p Dr Oz									*WFLA :30 Commercial			
600.00	2	2		10/22	MO	04:19P	30		RP0FFF200TVFL	600.00		
600.00	4	2		10/24	WE	04:28P	30		RP0FFF200TVFL	600.00		
600.00				10/15	MO	04:57P	30		RP0FFF200TVFL	600.00		
600.00				10/17	WE	04:18P	30		RP0FFF200TVFL	600.00		
600.00	5	2		10/08	MO	04:57P	30		RP0FFF200TVFL	600.00		
600.00				10/10	WE	04:30P	30		RP0FFF200TVFL	600.00		
Total Airtime Gross Spot Revenue:							3,600.00					

PERIOD COST 3,600.00

6 Total Units		
ACTUAL GROSS BILLING	3,600.00	
AGENCY COMMISSION	540.00	
NET DUE	3,060.00	
		Debits .00
		Credits .00
		TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Republican Party Of F1/ R/ S
PRODUCT 3pack-Fark,sant,tobi

INVOICE NUMBER 0100033255
BROADCAST MONTH 10/01/2012 - 10/28,
AMOUNT DUE 3,060.00

REMIT TO:

*00200

000048825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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